

Title: Outreach and Education on Invasive Species: Moloka'i
Moloka'i Invasive Species Committee
Award: (Included in Maui County funding)



The Moloka'i Invasive Species Committee works to prevent new pest species from becoming established on Moloka'i. The Committee prevents and controls incipient pest infestations through local communication, coordination and planning. Central to that goal is the need to educate the community and private sectors about invasive species. An educated community serves as an extension of MoMISC's eyes and ears. Through outreach and education activities, MoMISC has become known as an information center and rapid response agency. Developing positive public relationships has led to direct benefits including access to private properties to control pests and early reports of new pests.

HISC Public Outreach: Measures of Effectiveness

Agency adoption of rules and policies against invasive species:

MoMISC's Field and Outreach Coordinator regularly attends community planning meetings and was successful in getting private and government projects to incorporate invasive species protocols into their projects. Several residential and commercial building projects have incorporated best management practices for invasive species as result of MoMISC's recommendations.

MoMISC worked with the Hawai'i Department of Transportation and Hawai'i Department of Land & Natural Resources on invasive species mitigation for a proposed \$5 million harbor improvement project on Moloka'i.



Coqui-free sign at Mahana Nursery

Adoption of Codes of Conduct by businesses:

A newly opened nursery on the island has agreed to incorporate a "Code of Conduct" related to shipments of live plants. With agreement of the owner, MoMISC staff will inspect every shipment of arriving plants for coqui frogs and little fire ants. MoMISC also screens for exotic and unknown plants. When staff detects unknown or questionable plants, staff calls a HISC Weed Risk Assessment specialist for an immediate evaluation as MoMISC has only two days to work with the nursery owner before plants may be released to the public. The WRA specialists are a critical component in the early detection of harmful pests arriving on Moloka'i. The nursery volunteered to join the "Coqui-free" certification program. The certification program began in 2008 on Maui and participants must adhere to a set of preventative codes of conduct that are designed to help in the early detection of coqui frogs. Given the few avenues on Moloka'i for importing landscape material, the cooperation of this business is a significant success.

Track number of print and broadcast media mentions:

Articles on invasive species and MoMISC's work are reported in The Nature Conservancy's quarterly "Nature's Newsflash." Several articles in the *Moloka'i Dispatch* mentioned invasive species issues, including one titled, "No Pest Zone: MoMISC connects with culture." The article, published on August 8, 2010, highlighted MoMISC's work on albizia and the inclusion of cultural protocols as part of the work.

Number of educational materials produced:

MoMISC provides updates and pest information at ports of entry, public events and community billboards. This year, MoMISC produced the following materials, many of which can be downloaded at MoMISC's website (www.momisc.org):

- 25 pest flyers, including new target species and other pests of concern
- 10 PowerPoint presentations for public and private outreach groups
- 3 sets of invasive species materials for workshops at UH Maui College's botany class on Moloka'i
- 1 interactive invasive species display for the Moloka'i Earth Day
- 1 invasive species display for the 2nd annual Moloka'i Agricultural Fair
- 6 invasive species displays for Moloka'i Airport kiosk
- 4 invasive species displays for Young Brothers pier office



Interacting with the public

Number of people reached through talks and displays:

In FY2011, MoMISC reached over 3,000 people through public and private displays and presentations. Staff is regularly invited to give educational talks to public and private groups. MoMISC had displays at the following community events: Moloka'i Earth Day, Moloka'i Agricultural Fair, Moloka'i Airport kiosk, Young Brothers' pier office, three Moloka'i post offices and over 10 community billboards throughout the island. Staff gave talks or presentations at the following venues: UH Maui College botany class, The Nature Conservancy's Moloka'i Advisory Board, Monsanto, Moloka'i Community General Plan, and the Gifted and Talented Youth Program.

Number of invasive species educational programs and community events implemented by staff:

MoMISC was a member of the Moloka'i Earth Day planning committee.

Number of volunteers recruited and/or referred to invasive species projects:

MoMISC prioritizes its time to foster long-standing relationships with other conservation partners and their professional trained staff. Through these partnerships, MoMISC's small staff receives needed help for carrying out its mission.

- MoMISC partners contributed over 279 hours.

Additional HISC objectives:

MoMISC staff remains flexible when called upon by the Moloka'i community and partner agencies for help. MoMISC truly "fills the gap" in responding to pests that threaten the island's environment and community. MoMISC's timely and conscientious response to a wide variety of pest issues has proven advantageous in fostering a positive reputation and sense of trust within the community and partner agencies.

- The Moloka'i Land Trust is a new partner agency joining MoMISC. Its Executive Director serves as the new MoMISC Chair.
- MoMISC established a new relationship with Kualapu'u Ranch to control pests on their lands.